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WRTC 456, Section 1  
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# **Survey of the Alpha Delta Pi, Theta Omicron Website**

## **Introduction**

### **Overview of Project**

Purpose: My purpose for this study is to learn the opinions of potential new members, who are my target audience. I hypothesize that participants will find that while the branding of the website is favorable, the content is lacking.

Objectives:

- Discover the users' opinions of the website
  - Does it have the information they're looking for (contact information, important dates, defining terms frequently used in recruitment)
  - What are their opinions on the design and layout of the website (branding, page layout graphics, color)
- Gather the users' opinions to improve the Alpha Delta Pi Wix website

*Project Description:* I chose the Wix Alpha Delta Pi, Theta Omicron website to usability test content and design.

## **Method**

For my usability test, I created a Qualtrics survey consisting of eight questions about the Alpha Delta Pi, Theta Omicron, Wix website. This website is used to show potential new members who we are as an organization, as well as relay essential contact information for recruitment. I choose fourteen women not associated with Greek life who are interested in joining a sorority. I contacted these women through Facebook, and sent them the link to the Qualtrics survey through Facebook. I had access to their basic information (name and age), but I did not publish this information. The results were collected and stored by Qualtrics.

## **Participants**

My participants are James Madison University females who are not affiliated with Greek life. The participants came from varied backgrounds with varied majors. Only female college-level students are eligible to join a sorority. Women who are not affiliated with a sorority would benefit most from the results of this survey. From these reasons, I gathered my participants.

## **Survey Design**

I chose Qualtrics as the platform for my survey because it is safe (safe meaning Qualtrics does not sell its information stored to third parties), reliable, and displays results in a clear and concise manner. Kuniavsky wrote that "The best tool to find out...what [your users'] opinions are is the survey." (Kuniavsky 303). My questions were written with descriptive goals in mind, with a focus in attitudinal categories (as suggested in Kuniavsky's book). I wrote question one to gauge the overall quality of content and design of the website. Question two tests the website's content. Question three measures the website's design through a color

scheme. Question four and five ask for an opinion of the participant's reaction to the content and design of the website. Question six and seven ask for a written response on a one-word description of the website and any last minute comments. All questions except six and seven are Likert scale (as suggested by Kuniavsky). Question six and seven have a word box to allow comments to be written. This allows for more diverse responses. Kuniavsky says that, "One way to maximize the number of responses to a survey is to keep it short" (319). It was for this reason I wanted fewer than ten questions in my survey. None of the questions were worded as loaded questions.

## Survey Distribution

I sent messages via Facebook to the 14 women on April 5, 2015. The message read "Hello! For my WRTC 450 class (Usability Testing), I am conducting a Qualtrics survey on your opinions of the content and design of the Wix Alpha Delta Pi, Theta Omicron chapter of JMU. Included below is the link to the Qualtrics survey and the website you are being asked questions on. Feel free to browse the website as you answer the survey questions. Thank you for your help. Have a nice day!" I offered consent forms if the participants wanted them as instructed in the IRB form.



## Chronology of Survey

I finished creating my Qualtrics survey on April 1, 2015. By April 5, I had sent out the link to the Qualtrics survey to fourteen of my female friends via Facebook. I gathered responses up until April 12, 2015. I then took the results of the survey, analyzed them, and wrote a short report from April 13 – 14, 2015.

## Results



Sixty-three percent of participants who took the Qualtrics survey were satisfied with their first impression of the website for question one.

### 1. What is your first impression of the website?

#	Answer		Response	%
1	<a href="#">Very Dissatisfied</a>		0	0%
2	<a href="#">Dissatisfied</a>		0	0%
3	<a href="#">Satisfied</a>		5	63%
4	<a href="#">Very Satisfied</a>		3	38%
	Total		8	100%



Sixty-seven percent of participants found the content of the website to be satisfactory.

## 2. What is your opinion of the website's content?

#	Answer		Response	%
1	<a href="#">Very Dissatisfactory</a>		0	0%
2	<a href="#">Dissatisfactory</a>		0	0%
3	<a href="#">Satisfactory</a>		6	67%
4	<a href="#">Very Satisfactory</a>		3	33%
	Total		9	100%




The highest percentage, at 78%, of participants were very satisfied with the colors used in the website.

## 3. How do you feel about the colors used in this website?

#	Answer		Response	%
1	<a href="#">Very Dissatisfied</a>		0	0%
2	<a href="#">Dissatisfied</a>		0	0%
3	<a href="#">Satisfied</a>		2	22%
4	<a href="#">Very Satisfied</a>		7	78%
	Total		9	100%




Forty-four percent of the participants found looking more into the sorority “not applicable” to them.

## 4. Does this website leave you wanting to look further into the sorority?

#	Answer		Response	%
1	<a href="#">No</a>		2	22%
2	<a href="#">Not Applicable</a>		4	44%
3	<a href="#">Yes</a>		3	33%
	Total		9	100%

There was a three-way tie for if participants could envision themselves being a part of the organization.

**5.** Based on this website, can you envision yourself being a member of this organization?

#	Answer		Response	%
1	<a href="#">No</a>		3	33%
2	<a href="#">Not Applicable</a>		3	33%
3	<a href="#">Yes</a>		3	33%
Total			9	100%

A majority of participants described the website with positive words, like “organized” and “inviting”.

**6.** What word would you use to describe this website?

**Text Response**

[View](#) nice

[View](#) Pretty

[View](#) Misleading

[View](#) Sister-y

[View](#) organized

[View](#) Inviting

[View](#) fun

[View](#) inviting

[View](#) fun

Statistic	Value
Total Responses	9

I received positive feedback from the participant's comments, also.

7. Please use this space for any additional comments you may have about the website.

#### Text Response

[View](#) none

[View](#) Looks good!

[View](#) Very organized website and provides a lot of information

I will now take all the results into consideration and propose what Alpha Delta Pi, Theta Omicron should do to improve their website.

## Discussion/Proposed Recommendations

With the exception of a few negative outliers, most users found the Alpha Delta Pi, Theta Omicron website to be satisfactory. Users responded most positive (in order of highest to lowest) to colors used in the website, content, and first impressions of the website. Words used to describe the website include “inviting” and “organized”. Some users responded negatively to “Does this website make you want to look further into the sorority?” and “Based on this website, can you envision yourself being a member of this organization?” One user described the website as “misleading.”

For some of the questions, not all fourteen participants answered all the questions. Why did they not answer all the questions? Did they feel like the question did not apply to them? Causes of this problem may be that the question was too open-ended and they felt like there was not an option given that they agreed with. In the next usability test, I will write new survey questions that focus on being close-ended. It was unusual to see questions not answered in the beginning of the survey, but other questions fully answered in the middle or end of the survey. Perhaps the questions were worded too open-ended in the beginning.

My hypothesis was proven incorrect; both the branding and content were found to be pleasant (see Figure 1 & 2). Color and content were among the highest rated aspects of this website.

2. What is your opinion of the website's content?

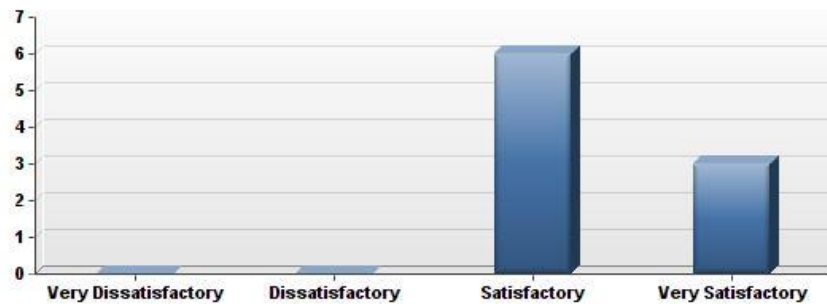


Figure 1. Qualtrics Survey, Content Question – Screen Shot, Qualtrics  
Source: Qualtrics.com

Figure 2 describes the participant's opinions of the colors used in the website.

3. How do you feel about the colors used in this website?

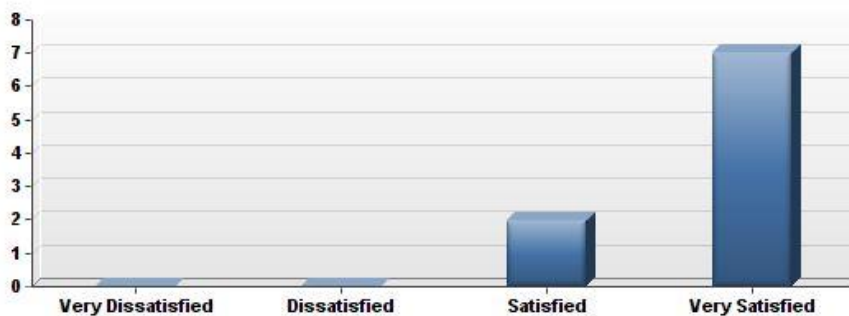


Figure 2. Qualtrics Survey, Colors Question – Screen Shot, Qualtrics. Source: Qualtrics.com

In addition, question five received 3 votes for all 3 categories. I either need to focus the target audience more or remove the question from my Qualtrics survey.

I'm intrigued by the outlier word "misleading" used to describe the website (Figure 3). It seems contradictory that the content of the website was rated so highly, yet the word "misleading" is used to describe the website. In the future, I must conduct another usability test to specify what exactly is misleading about the website, and how we can change that for the better.

6. What word would you use to describe this website?

Text Response	
<a href="#">View</a>	nice
<a href="#">View</a>	Pretty
<a href="#">View</a>	Misleading
<a href="#">View</a>	Sister-y
<a href="#">View</a>	organized
<a href="#">View</a>	Inviting
<a href="#">View</a>	fun
<a href="#">View</a>	inviting
<a href="#">View</a>	fun

Statistic	Value
Total Responses	9

Figure 3. Qualtrics Survey, One Word Descriptions – Screen Shot, Qualtrics  
Source: Qualtrics.com

My proposal for improvement of the website is to conduct another usability test.

This new usability test will be about the content of the website. The website needs improvement on (a) drawing potential new members in, and (b) keeping them interested enough to look further into it. I propose we conduct an additional usability test on what potential new members look for in a sorority, and what represents that to them. By representation, I suggest using pictures from other sororities around the United States. We'll ask potential new members which pictures looks the most inviting, and which group of girls they can envision themselves being sisters with. It's important that we understand what it is about these pictures that are welcoming. It could be as simple as smiles and open body language in the pictures that attract new members. Since the color scheme used in the website was rated so favorably, I propose we keep that the same.

## Conclusion

When I first began this study, my area of focus for improving the website was too broad. Originally, I wanted to improve everything about the website in one usability test. I now understand that it takes multiple usability tests to improve a website overall. I redesigned my questions to ask users their opinion on the content and design of the website. It narrowed down the type of information I was looking for, to create a more streamlined usability test. I originally thought the user would find the branding of the website to be positive, and the content lacking. I was proven wrong, but in a way better than expected. Both the content and the branding we found to be favorable.

## **Work Cited**

"JMU ADPi." Jmuadpi. Wix.com, 1 Dec. 2014. Web. 09 April 2015. <<http://jmuadpi.wix.com/jmuadpi>>.

Kuniavsky, Mike. "Chapter 11 - Surveys." Observing the User Experience: a Practitioner's Guide to User Research. San Francisco, Calif.: Morgan Kaufmann, 2003. PDF.



## **Appendix A**

### **Usability Test Instructions:**

“Thank you for participating in this study.

I will be asking questions related to the Alpha Delta Pi, Theta Omicron, website. You may look at the website as you answer these questions.

The survey should take about five minutes to complete.

The risks for this survey is no greater than those encountered in daily life.

This study has been approved by the IRB, protocol #”

## Appendix B

### Usability Test:

What is your first impression of the website?

Very Dissatisfied

Dissatisfied

Satisfied

Very Satisfied

>>

What is your opinion of the website's content?

Very  
Dissatisfactory

Dissatisfactory

Satisfactory

Very Satisfactory

>>

How do you feel about the colors used in this website?

Very Dissatisfied

Dissatisfied

Satisfied

Very Satisfied

>>

Does this website leave you wanting to look further into the sorority?

No

Not Applicable

Yes

>>

Based on this website, can you envision yourself being a member of this organization?

No

Not Applicable

Yes

>>

What word would you use to describe this website?

>>

Please use this space for any additional comments you may have about the website.

>>

## Appendix C

### Consent Form:

Survey of the Alpha Delta Pi, Theta Omicron, Website

### “Web” / “Email” Consent to Participate in Research (confidential research)

#### Identification of Investigators & Purpose of Study

You are being asked to participate in a research study conducted by *Morgan Howell* from James Madison University. The purpose of this study is to *discover the users’ opinions about the Alpha Delta Pi, Theta Omicron, website and improve the website*. This study will contribute to the researchers’ completion of her classroom project.

#### Research Procedures

This study consists of an online survey that will be administered to individual participants through *Qualtrics*. You will be asked to provide answers to a series of questions related to your opinion of the Alpha Delta Pi, Theta Omicron, website. Should you decide to participate in this confidential research you may access the anonymous survey by following the web link located under the “Giving of Consent” section.

#### Time Required

Participation in this study will require   5   minutes of your time.

#### Risks

The investigator does not perceive more than minimal risks from your involvement in this study (that is, no risks beyond the risks associated with everyday life).

#### Benefits

Potential benefits from participation in this study include: the participants’ contribution towards the improvement of this website allows them to reap the benefits of a better recruitment website when they go through Recruitment.

#### Confidentiality

The results of this research will be presented at classroom and conference. While individual responses are anonymously obtained and recorded online through *Qualtrics*, data is kept in the strictest confidence. *Responding participant’s email addresses will be tracked using Qualtrics for follow-up notices, but names and email addresses are not associated with individual survey responses. The researchers will know if a participant has submitted a survey, but will not be able to identify individual responses, therefore maintaining anonymity for the survey.* The results of this project will be coded in such a way that the respondent’s identity will not be attached to the final form of this study. Aggregate data will be presented representing averages

or generalizations about the responses as a whole. All data will be stored in a secure location accessible only to the researcher. The researcher retains the right to use and publish non-identifiable data. Upon completion of the study, all information will be destroyed. Final aggregate results will be made available to participants upon request.

### **Participation & Withdrawal**

Your participation is entirely voluntary. You are free to choose not to participate. Should you choose to participate, you can withdraw at any time without consequences of any kind.

### **Questions about the Study**

If you have questions or concerns during the time of your participation in this study, or after its completion or you would like to receive a copy of the final aggregate results of this study, please contact:

Researcher's Name: Morgan Howell  
Department: Undergraduate  
James Madison University  
Email Address: howellmf@dukes.jmu.edu

Advisor's Name: Elizabeth Pass  
Department: WRTC  
James Madison University  
Telephone: (540) 568-8139  
Email Address: passer@jmu.edu

### **Questions about Your Rights as a Research Subject**

Dr. David Cockley  
Chair, Institutional Review Board  
James Madison University  
(540) 568-2834  
[cocklede@jmu.edu](mailto:cocklede@jmu.edu)

### **Giving of Consent**

I have read this consent form and I understand what is being requested of me as a participant in this study. I freely consent to participate. The investigator provided me with a copy of this form through email. I certify that I am at least 18 years of age. By clicking on the link below, and completing and submitting this confidential online survey, I am consenting to participate in this research.

[https://qtrial2015ut1.ut1.qualtrics.com/jfe/form/SV\\_9oGzUHHg7iOtV2Z](https://qtrial2015ut1.ut1.qualtrics.com/jfe/form/SV_9oGzUHHg7iOtV2Z)

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Name of Researcher (Printed)

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Date

This study has been approved by the IRB, protocol # \_\_\_\_\_.